

Oct 24<sup>th</sup> - 30<sup>th</sup>

# Sales Order

Station: WRMD-TV Agency: SCREEN STRATEGIES MEDIA  
 Contract Name: FRIENDS/PATK 1468438 Address: 11150 Fairfax Boulevard,  
 Contract#: 1428035995 Suite 505  
 Start Date: 10/24/16 End Date: 10/29/16 City: Fairfax State: VA Zip: 22030  
 Revenue Type: POLITICAL SALES Buyer: \_\_\_\_\_  
 NATIONAL Type: Cash Tax Schedule: \_\_\_\_\_ (None)  
 Advertiser: FRIENDS/PATK MURPHY Agency Commission %: 15  
 Address: \_\_\_\_\_ Billing Cycle: Standard  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Salesperson: 5323nnat Comm %: 0  
 Product Name: 1468438, v.1 Makegood Policy: Within Contract Dates  
 Estimate #: 2738  
 Competitive Code: POLITICAL

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	10/24/16	10/27/16		7:00 AM	10:00 AM	30	1		1	1				3	D	45.00	3	135.00	1	
2	10/25/16	10/28/16		2:00 PM	3:00 PM	30		1			1			2	D	45.00	2	90.00	1	
3	10/27/16	10/27/16		3:00 PM	4:00 PM	30				1				1	D	130.00	1	130.00	1	
4	10/24/16	10/28/16		5:00 PM	6:00 PM	30	1		1		1			3	D	130.00	3	390.00	1	
5	10/25/16	10/27/16		6:00 PM	6:30 PM	30		1	1	1				3	D	150.00	3	450.00	1	
6	10/24/16	10/28/16		7:00 PM	8:00 PM	30	1	1			1			3	D	500.00	3	1,500.00	1	
7	10/26/16	10/26/16		8:00 PM	9:00 PM	30			1					1	D	400.00	1	400.00	1	
8	10/27/16	10/27/16		10:00 PM	11:00 PM	30				1				1	D	400.00	1	400.00	1	
9	10/29/16	10/29/16		9:00 PM	11:00 PM	30						1		1	D	80.00	1	80.00	1	
10	10/25/16	10/25/16		11:00 PM	11:30 PM	30		1						1	D	125.00	1	125.00	1	
11	10/25/16	10/29/16		12:00 AM	12:30 AM	30		1				1		2	D	45.00	2	90.00	1	

## Billing Projections: By Month

Oct 16  
 CA 3,790.00  
 ST 3,790.00

☒ Print Spot Prices

TOTAL SPOTS 21  
 GROSS TOTAL \$ 3,790.00  
 ADJUSTED SPOTS 21  
 ADJUSTED TOTAL \$ 3,790.00

APPROVE DECLINE

☐ ☐ General Manager  
☐ ☐ Regional Traffic Manager  
☐ ☐ National Sales Manager  
☐ ☐ Local Sales Manager

## ORDER WORKSHEET

Rep Order# 1468438 Ver# 1 Status Confirmed

Traffic Order# 1468438

Last Received:  
Showing Buylines:

Printed: 10/21/16 10:03 AM  
10/21/16 10:03 AM  
All Lines

1 of 2

Station WRMD-TV TAMPA  
Advertiser (FAPM) FRIENDS/PATK MURPHY  
Product PATRICK MURPHY 2738  
Estimate# 2738  
Buyer CAROLINE BAHNG

Agency (SSME) SCREEN STRATEGIES MEDIA  
11150 FAIRFAX BLVD, SUITE 505  
FAIRFAX, VA 22030  
Agency C/P1/P2/E 12738  
Flight Dates 10/24/16-10/30/16

Rep Firm NBCUNIVERSAL  
Sales Office (WA) WASHINGTON  
Salesperson (HIL) WILL HILDEBRANDT  
Sales Assistant SUE  
Salesperson Phone# 2028854861  
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	M, W-Th	7A-10A	UN NUEVO DIA	30	-	-	\$45.00	10/24-10/27	1	3	\$135.00
			Buy Comment: ORDER: 1/DAY								
2	Tu, F	2P-3P	SUELTA LA SOPA	30	-	-	\$45.00	10/25-10/28	2	2	\$90.00
			Buy Comment: ORDER: 1/DAY								
3	Th	3P-4P	MEJOR CASO CERRADO	30	-	-	\$130.00	10/27-10/27	1	1	\$130.00
4	M, W, F	5P-6P	CASO CERRADO	30	-	-	\$130.00	10/24-10/28	3	3	\$390.00
			Buy Comment: ORDER: 1/DAY								
5	Tu-Th	6P-630P	NEWS	30	-	-	\$150.00	10/25-10/27	3	3	\$450.00
			Buy Comment: ORDER: 1/DAY								
6	M-Tu, F	7P-8P	CASO CERRADO ESTELAR	30	-	-	\$500.00	10/24-10/28	3	3	\$1,500.00
			Buy Comment: ORDER: 1/DAY								
7	W	8P-9P	PRIME NOVELA	30	-	-	\$400.00	10/26-10/26	1	1	\$400.00
8	Th	10P-11P	PRIME NOVELA	30	-	-	\$400.00	10/27-10/27	1	1	\$400.00
9	Sa	9P-11P	SAT NITE PRIME	30	-	-	\$80.00	10/29-10/29	1	1	\$80.00
10	Tu	11P-1130P	NEWS	30	-	-	\$125.00	10/25-10/25	1	1	\$125.00
11	Tu, Sa	12A-1230A	TITULARES Y MAS	30	-	-	\$45.00	10/25-10/29	11	2	\$90.00
			Buy Comment: ORDER: 1/DAY								

---REPORT TOTALS---

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FAIRFAX, VA 22030  
Agency C/P1/P2/E /2738  
Flight Dates 10/24/16-10/30/16

Rep Firm NBCUNIVERSAL  
Sales Office (W/A) WASHINGTON  
Salesperson (HIL) WILL HILDEBRANDT  
Sales Assistant SUE  
Salesperson Phone# 2028854861  
Salesperson Fax#

Report Totals: 21 / \$3,790.00

## ---SALES MONTHLY TOTALS---

Oct2016: 21 / \$3,790.00

Order Totals: 21 / \$3,790.00 Total GRPs: 0.0

## --- COMPETITIVE ---

Market Totals \$3,790.00

CGAL

.00%

OTHE

.00%

WAC

.00%

WBL

.00%

WRMD

100.00%

## --- COMPETITIVE COMMENTS ---

COMPETITIVE TO FOLLOW

Books [OCT16]  
Demos RA35+P

## --- CREDIT RISK ---

STANDARD CREDIT TERMS

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

WRMD-TV

**Date:** 10/20/2016

I, Screen Strategies Media,

being/on behalf of: Patrick Murphy,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Attach proposed schedule with charges (if available): \$3,221.50**

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Patrick Murphy

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Brian Foucart


This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

10/20/2016

**Date**



**Signature**

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Printed Name**

\_\_\_\_\_  
**Title**